

# Amy Joy Drozdiak

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## **PROFESSIONAL SUMMARY:**

Seasoned digital marketing professional with 10+ years of corporate and agency experience, with an emphasis in leading web and digital strategy, building and optimizing digital user journeys, building and managing integrated marketing campaigns, GTM strategy, product and persona marketing, content marketing, strategic planning and project management for B2B organizations. Solutions-oriented, strategic thinker with creative problem-solving skills, sharp business acumen and a growth mindset.

## **QUALIFICATIONS SUMMARY:**

- Proven track record of driving impactful digital marketing initiatives that align with corporate and global marketing strategies and objectives, resulting in significant business outcomes.
- Experienced in owning the development and execution of innovative web strategies and digital campaigns, while continuously optimizing digital experiences that support the buyer journeys.
- Expert in integrated and omni/multi-channel marketing methodologies; excels in orchestrating personalized digital journeys across various channels and optimizing for continued growth.
- Demonstrated expertise in driving strategy, leading and influencing cross-functional teams, and delivering impactful integrated marketing plans, initiatives and digital experiences.
- Skilled in translating complex business objectives into actionable marketing strategies and tactics.
- Exceptional communicator with outstanding interpersonal skills and executive presence.

## **RECENT WORK EXPERIENCE:**

### **Senior Digital Marketing Manager - Global Product Strategy + AI**

Workday (Contractor) | *January 2024 - Present*

- Owns strategy development and execution of digital experiences on [workday.com](https://www.workday.com) that drive user engagement and conversion; supporting buying centers and global growth business initiatives.
- Orchestrates design, development, and delivery of digital experiences for Global Campaigns, Brand, Partner and Product initiatives, across an extended team of project managers, UX designers, visual designers, writers, web producers, developers, and agency resources.
- Identifies high-growth and high-revenue digital opportunities, takes the lead on strategic approaches to creating and implementing these experiences and optimizing performance.
- Serves as lead Digital strategy architect and decision maker on digital experiences within complex integrated program initiatives and campaigns that influence ACV and ARR.
- Partners with Global Campaigns, Product Marketing, Sales, Marketing Automation, Omnichannel and other teams to deliver targeted experiences and campaigns that generate engagement, nurture customer base and partnerships, and drive new growth for the enterprise.

### **Senior Manager, Marketing & Digital Strategy**

ChanceLight Behavioral Health, Therapy & Education | *August 2021 – May 2023*

- Developed and executed integrated marketing plans aligned with company objectives, boosting sales opportunities and brand awareness in the education sector for C-Level and VP audiences.
- Led digital channel strategies and campaigns (search, social, email, web, paid media, SEO), driving qualified B2B leads and sales pipeline growth, while optimizing efficiency through KPI monitoring and testing.
- Directed key B2B marketing initiatives, including lead gen/nurture programs, ABM campaigns, customer marketing, and integrated marketing, resulting in significant business impact.
- Oversaw strategy and execution for company website portfolio, including builds, architecture, content, design, and SEO, optimizing landing pages and forms experiences.
- Identified growth opportunities and optimized B2B audience segmentation.
- Engineered ABM strategy and campaigns, contributing to new business growth.
- Conducted competitive research to refine GTM strategies and product positioning.

- Advised internal teams on marketing and digital strategy.
- Fostered relationships with key partners, stakeholders, regional teams, and vendors.

### **Digital Marketing Specialist**

ChanceLight Behavioral Health, Therapy & Education | *July 2018 – August 2021*

- Led end-to-end strategy and execution across B2B and B2C digital channels, including paid media, SEM, SEO, social media, websites, and content, while analyzing and reporting performance.
- Developed and executed integrated marketing programs aligning with company objectives, consistently meeting or surpassing enrollment and sales targets for new and existing customers.
- Managed key B2B and B2C initiatives, such as brand campaigns, lead generation, content marketing, and customer programs, driving measurable business impact.
- Oversaw strategy and execution for company website portfolio, including builds, architecture, content, design, and SEO, optimizing landing pages and forms experiences.
- Conducted competitive research to inform GTM strategies and refine product positioning.
- Managed Marketing department budget for digital advertising and web initiatives.
- Acted as a trusted advisor on marketing and digital strategy for internal stakeholders.

### **Marketing Communications Specialist**

Moxie Marketing Agency | *Jan. 2017 – March 2018*

- Delivered on B2B + B2C client projects including: marketing and brand strategy plans, web strategy plans, digital campaign planning and execution, copywriting, and social media strategy.
- Developed web experience and brand strategy roadmaps, and social media marketing plans, for new products, technologies, or app launches for small, mid-size, and start-up company clients.
- Managed business relationships and accounts clients, agency vendors, and freelancers.
- Routinely exceeded client targets & KPIs for increasing brand awareness, customer engagement within target audiences, and lead generation initiatives, across multiple digital channels.

### **Corporate Communications & Digital Marketing Intern**

University Health System Hospitals | *August 2014 – Jan. 2015*

- Concepted and wrote website content including routine hospital system updates and communications, corporate announcements, blog posts, media coverage, press releases; as well as technical writing targeted to engage and recruit medical professional audiences.
- Contributed to the strategy, planning and development of marketing and communications plans.
- Collaborated with the Digital Marketing Manager on projects to optimize web experiences and advance the hospital's SEO/SEM objectives and search ranking goals.
- Produced graphic design work for websites, social + digital channels, and print collateral.
- Managed relationships with business partners, vendors, community partners, and media.

### **EDUCATION & KEY TECHNICAL SKILLS**

Trinity University — B.A., Communications | Communication Management & Digital Marketing minors

Proficient in: Adobe Experience Manager, Adobe Analytics, Marketo, Salesforce, Hubspot  
ContentSquare, Workfront, Jira, Wordpress, Google Suite, HTML ([View full technical skills here](#))

### **NOTABLE PROJECTS + ACHIEVEMENTS**

- Architected strategy and directed execution of 4 net new website build projects, from initial concepting to launch: [Atlantis Academies](#), [ChanceLight Education](#), [Spectrum Schools](#), [Ombudsman Arizona Charter Schools](#)
- Senior Digital Marketing Lead for Sales Enablement Strategic Planning (2021-2023)
- Senior Digital Marketing Lead, Rebrand + AI GTM Positioning for Global Product ecosystem at Workday (2024-2025)